

Eighteenth Annual International Seminar (Webinar)

on

DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS - ACADEMIA INDUSTRY ROLE (DEBIT AIR - 2023)



Important Dates	
December 31, 2022	Submission of Abstract and Full Paper, Registration Deadline
January 6 – 7, 2023	Dates of the Webinar

DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES

School of Business Studies, Bharathidasan University
Tiruchirappalli-620 024, Tamil Nadu, India

www.bdu.ac.in,

INSTITUTE OF BUSINESS EXCELLENCE

Universiti Teknologi MARA, Malaysia

and

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(A Professional, Refereed, International and Indexed Journal)

www.smartjournalbms.org

DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES

The Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India proposes to organize the **EIGHTEENTH ANNUAL INTERNATIONAL SEMINAR (WEBINAR)**, in line with its policy of conducting annual seminars. A large number of authors from academia and industry, both from India and Abroad, would present their research papers in the seminar (webinar). This year's seminar (webinar) would be organized on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2023)** and **Fourteenth SMART Journal Annual Awards 2022** awarded by the SMART Journal of Business Management Studies, would be part of the Webinar.

INSTITUTE OF BUSINESS EXCELLENCE - (IBE)

Institute of Business Excellence (IBE) is the biggest faculty of the biggest **University in Malaysia, Universiti Teknologi MARA**. IBE is currently organized into four units/functions such as Professional & Enterprise Development (PED); Consultancy & Services (CS); Corporate Communication & Event Management (CCEM) and; Centre for Clothing Technology and Fashion (CCTF). IBE prides itself as a **Reference Centre for Retail Related Services and Research** for which this is its niche area. IBE is proud to have successfully secured contract research alongside academic research grants nationally as well as internationally. On the academic front, the Institute has guided researchers on various methods & software packages that bring out the best of their research. These achievements would indeed escalate IBE's quest to attain the status of Centre of Excellence (COE).

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

SMART Journal of Business Management Studies is an International, Refereed Journal, published bi- annually by Scientific Management and Advanced Research Trust (SMART). The Journal is dedicated to the promotion and development of research in general and to the field of business management in particular. The SMART also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above Annual International webinar.

Webinar Theme

Innovation plays a vital role in development. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave way for the successful innovations. Academia- Industry Interface would promote interactive and collaborative arrangement between them for achieving mutually inclusive goals and objectives. The creative idea generated by Academic world need to be commercialized with the help of industry. An effective collaboration between academics and companies is essential for nexus in management science in general and in all functional areas of management in particular. The main objective of the seminar (webinar) is to discover future directions with innovation through such collaboration. This seminar (webinar) aims to bring together leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation. The Annual webinar on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT-AIR)** therefore, proposes to invite RESEARCH PAPERS in the following seminar (webinar) tracks:

Track-1: Business

- Business Law
- Business Ethics
- Entrepreneurship
- International Business
- Creativity in Business Process
- Case-Study
- Others

Track-2: Marketing

- B2B Marketing
- Consumer Behaviour
- Online/Internet Marketing
- Social Media Marketing
- Services Marketing
- Green Marketing
- Brand Management
- Retail Management
- Distribution Channels
- Customer Relationship Management
- Ethical Issues in Marketing
- Advertising & Communication
- Content Marketing
- Case-Study
- Others

Track-3: Human Resource

- Recruitment and Selection
- Training and Development
- Performance Management
- Industrial Relations
- HR Analytics
- Organisational Culture
- Organisational Communication
- Emotional Intelligence
- Employee Engagement
- Leadership and Management
- Conflict Management & Negotiations
- Team Building & Leadership
- Case-Study
- Others

Track-4: Business Data

- Analytics
- Data Mining
- Big Data Analysis
- Modelling
- Case-Study
- Others

Track-5: Economics

- Economic Development
- Economic Policy
- Economic Systems
- Finance & Investment
- Financial Economics
- Household Behaviour and Family Economics
- Labour Economics
- Labour Relations
- Law and Economics
- Agronomics
- Foreign Trade
- Case-Study
- Others

Track-6: Corporate Social Responsibility

- **Impact of CSR on Social Development**
- **Branding through CSR**
- **Implementation of CSR**
- **Case-Study**
- **Others**

Track-7: Operations & Supply Chain Management

- **Operations**
- **Quality Control**
- **Six Sigma**
- **Supply Chain Management**
- **Humanitarian Logistics and Disaster Relief**
- **Inventory Management**
- **Scheduling and Logistics**
- **Retail Operations Management**
- **Case-Study**
- **Others**

Track-8: Environment

- **Oil**
- **Natural Gas**
- **City Gas distribution (CGD)**
- **Health and Safety Environment (HSE)**
- **Policy and Regulatory**
- **Investment & Trade**
- **LNG**
- **Refining**
- **Pipeline**
- **Case-Study**
- **Others**

Track-9: Accounting and Finance

- **Financial Accounting**
- **Managerial Accounting**
- **Auditing, IFRS**
- **Corporate Finance**
- **Forensic Accounting and Fraud**
- **Financial & Commodity Derivatives**
- **Behavioural Finance**
- **Risk Management**
- **Project Financing**
- **Financial Engineering**
- **Corporate Governance**
- **Corporate Social Responsibility**
- **Environmental Accounting**
- **Digital Innovations in Finance**
- **Financial Inclusion**
- **Direct Taxation and GST**
- **Banking**
- **Case-Study**
- **Others**

Track-10: Digital Communication and Online Communities

- **IT Etiquettes**
- **Web technologies**
- **Artificial Intelligence**
- **Cloud Computing**
- **Gamification in Business**
- **ICT Tools for Business**
- **Simulations**
- **Internet of Things & Industry 4.0**
- **Neural Network**
- **Cyber Crimes and Cyber Laws**
- **Case-Study**
- **Others**

Track-11: Entrepreneurship Development

- Corporate Entrepreneurship
- Entrepreneurial Marketing
- Entrepreneurship Education
- Entrepreneurship in the MSME Sector
- Entrepreneurship: Perspectives and Practices
- Family Enterprises
- Global Entrepreneurship
- Institution Building
- Intrapreneurship
- Non-Government Organizations
- Cooperative Entrepreneurship
- Psychology and Entrepreneurship
- Rural, Tribal and Grassroots Entrepreneurship
- Social Entrepreneurship
- Trans-generational Entrepreneurship
- Women Entrepreneurship
- Effects of training on innovation
- Innovation and product design
- Academic entrepreneurship
- University-enterprise cooperation
- Start-up management
- Others

Important Guidelines for Seminar (Webinar)

- ❖ **Mode of seminar will be online.**
- ❖ The delegates who wish to attend the Seminar (Webinar) without contributing paper can also attend. Such delegates who want participation certificate should pay the registration fee and the submission of feedback in the session by each participant is also mandatory.
- ❖ **Mode of Paper Submission and Registration:**
 - a) **Paper submission must be done through Google forms link:**
<https://forms.gle/HfWDYR8RnNnmjyiaA>
 - b) **After receiving the acceptance mail, the participants must pay the registration fee through online fund transfer. Then they should register again for the webinar by filling up the registration form. Each author is requested to register independently for webinar. The registration link:** <https://forms.gle/npfYTT5S6MjZTHNe7>

- ❖ **Registration Fee:** The registration fee should be paid to the Account through online fund transfer (Cheque/DD will not be accepted).

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- ❖ The registration fee covers E-participation certificate and softcopy of webinar proceedings with abstracts.
- ❖ Only three authors are allowed per paper. The author and co-author should register separately for each paper if they want participation certificate.
- ❖ Addition /Change in the author/co-author are not permitted after a paper was accepted.
- ❖ The soft Copy of the Abstract, not exceeding 75 words and Full Paper not exceeding 10 pages should reach us on or before the deadline. Authors must clearly indicate the broad area (Track) in which their papers could be considered for presentation.
- ❖ The length of the manuscript should not exceed 10 pages, inclusive of table, figures, illustrations and references.
- ❖ The manuscripts would be subjected to blind review process.

- ❖ The accepted papers for presentation will be intimated through E- mail and complete details will be uploaded in Bharathidasan University website two days before webinar.
- ❖ All further correspondence including acceptance letter, invitation, etc., will be through E-mail/WhatsApp Group/Bharathidasan University Website.
- ❖ After paper submission, Paper ID will be issued to author by the organizers. The participant should refer their Paper ID in all future correspondence.
- ❖ The Webinar Link for different technical sessions will be shared through E-mail and will be uploaded in the University Website. The paper presenters are expected to use the session link and go to the respective sessions as they wish.
- ❖ According to the pre-informed schedule, the conference delegates/authors will be required to attend / present a paper live through the screen share option within the stipulated time.
- ❖ E-participation/paper presentation Certificate will be issued after the webinar is over through e-mail after confirming the receipt of registration fee and Feedback. The feedback link be posted in the respective plenary sessions of the Webinar.

Registration Fee

Category	Indian Participants in Rs	Foreign Participants/ NRIs in US Dollars*
UG / PG Students	200	50
Scholars doing M.Phil/PhD	250	50
Faculty Members / Faculties doing Ph D	300	100
Corporate Representative	500	200

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Professor M. SELVAM

Webinar Director, DEBIT-AIR - 2023

**Chair, School of Business Studies and Professor & Head
Department of Commerce and Financial Studies
Bharathidasan University, Tiruchirappalli-620 024
Tamil Nadu, India.**

&

Founder - Publisher & Chief Editor

SMART Journal of Business Management Studies

Dr. WAN EDURA WAN RASHID

Webinar Co-Director, DEBIT-AIR - 2023

**Director, Institute of Business Excellence (IBE)
Universiti Teknologi MARA (UiTM), Malaysia**

The Address for all Correspondence

Dr. J. GAYATHRI

Webinar Coordinator, DEBIT AIR - 2023

Associate Professor

Department of Commerce and Financial Studies

Bharathidasan University, Tiruchirappalli-620 024 Tamil Nadu. India.

Mobile + 91-9962008661, E-mail- smartjournalevent@gmail.com

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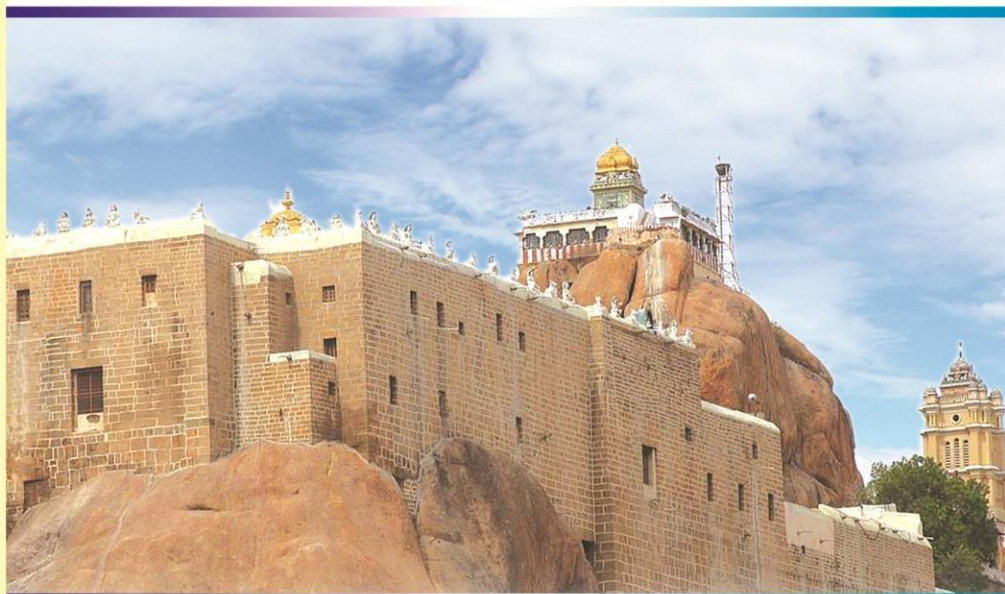
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With Secretariat at
Department of Commerce and Financial Studies
Bharathidasan University
Tiruchirappalli (India)



SCIENTIFIC MANAGEMENT AND ADVANCED RESEARCH TRUST (SMART)
TIRUCHIRAPPALLI (INDIA)

3.45 p.m.-5.00 p.m. : **VALEDICTORY FUNCTION**

Valedictory Address: **Prof. Dr. ARABINDA SAHA**
Department of Accounting and Information System
Islamic University, Bangladesh

Special Address : **Dr. ISAIAH ONSARIGO MIENCHA**
Senior Lecturer, Accounting and Finance
Department and Ph.D Coordinator
Graduate School, Bugema University, Uganda

Felicitation : **Dr. S. IYYAMPILLAI**
Senior Professor (Retd.)
Department of Economics, BDU

Dr. S. Vanitha and Dr. M. Babu
Faculty Members, BDU

Dr. K. Rajalakshmi
Guest Faculty Member, BDU

Professor M. SELVAM

Webinar Director, Chair, School of Business Studies
Professor and Head, Department of Commerce and Financial Studies
Bharathidasan University

&

Founder-Publisher and Chief Editor
SMART Journal of Business Management Studies

Dr. WAN EDURA WAN RASHID

Webinar Co-Director, DEBIT AIR-2023
Director, Institute of Business Excellence (IBE)
Universiti Teknologi MARA (UiTM), Malaysia

Dr. J. GAYATHRI

Webinar Coordinator, Associate Professor
Department of Commerce and Financial Studies, Bharathidasan University

Youtube Channel Keyword: DEBITAIR 2021

Note: i. E-Certificate will be issued only to the Registered Participants.
ii. For New Registration, visit and follow the instructions given in the
Web link <https://www.bdu.ac.in/events/DEBIT-AIR-2023.pdf> or
Contact 9962008661

Eighteenth International Seminar (Webinar) on

**DYNAMICS OF EMERGING BUSINESS
INNOVATION AND TRENDS- ACADEMIA
INDUSTRY ROLE (DEBIT AIR-2023)**

**Release of Nineteenth Year Issue of SMART Journal
&
Fourteenth SMART Journal Annual Awards - 2022**

6th and 7th January 2023

Organized by



**Department of Commerce and Financial Studies
School of Business Studies
BHARATHIDASAN UNIVERSITY**

Tamil Nadu, INDIA
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**Institute of Business Excellence
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All are cordially invited to the

**Eighteenth International Seminar (Webinar)
Release of Nineteenth Year Issue of SMART Journal &
Fourteenth SMART Journal Annual Award Function-2022**

Venue : University Informatics Centre / Hybrid Mode
Bharathidasan University Main Campus

06.01.2023 - Friday

10.00 a.m to 11.30 a.m.: SMART Journal Annual Awards - 2022
Nineteenth Year Issue of SMART Journal &
Inaugural Function of International Webinar

Presentation of Awards,
Release of Nineteenth year
Issue of SMART Journal &
Inauguration of Webinar } **Dr. M. SELVAM**
Vice-Chancellor
Bharathidasan University

Key Note Address : *University-Industry Collaboration:
A Driving Force for Excellence*

Dr. WAN EDURA WAN RASHID
Director, Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

11.45 a.m. - 1.00 p.m: **Plenary Session-I**

Special Lecture on

*The Role of Innovation in the Current
Transformative Shift in Emerging
Business Opportunities*

Dr. JEBAMALAI VINANCHIARACHI
Former Principal Adviser to the Director
General of UNIDO, Vienna
Principal Adviser, Knowledge Management
Associates, Vienna, AUSTRIA

2.00 p.m. - 3.30 p.m.: **Plenary Session-II**

Special Lecture on

*The Challenges of the Academic-Industry
Collaboration in Creating Innovate Products
and Service Solutions*

Dr. ABDUL KADIR BIN OTHMAN
Deputy Director (Research and Innovation)
Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

3.45 p.m. - 5.00 p.m.: Paper Presentation - Parallel Sessions
(Link will be sent through e-mail)

5.00 p.m- 6.00 p.m: *Cultural Functions by MBA Students*

07.01.2023- Saturday

10.00a.m.-11.30a.m.: **Plenary Session-III**

Special Lecture on

*Depreciation of the Indian Rupee: Implications
for the Indian Economy*

Dr. SANKARAN VENKATESWAR
Professor, Saint Mary's College of California, USA

11.45 a.m.-1.00 p.m.: **Plenary Session-IV**

Special Lecture on

*Mental Health and Well-being during
COVID-19 Endemic in Malaysia*

Dr. GEETHA SUBRAMANIAM
Professor, Graduate School of Business
SEGI University, Malaysia

*Personal Financial Management among
Young People*

Dr. BALASUNDRAM MANIAM
Professor, Sam Houston State University, USA

2.00 p.m.-3.30 p.m.: Paper Presentation - Parallel Sessions
(Link will be sent through e-mail)

Eighteenth International Seminar (Webinar)
On
DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS –
ACADEMIA INDUSTRY ROLE (DEBIT AIR 2023)



Leading industrialists, academicians, researchers, and students join together to exchange and share their experiences on all aspects of Business Innovation at the International Seminar on **“Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR 2023)”** organized by Department of Commerce and Financial Studies in association with Institute of Business Excellence, Universiti Teknologi MARA, Malaysia and SMART Journal of Business Management Studies during 6th and 7th January 2023(Hybrid Mode).

First Day – 6th January 2023 (Friday)

The inaugural function of the above seminar along with release of Nineteenth Year Issue of SMART Journal and the Fourteenth Annual Function of SMART Journal Awards for the year 2022 was held at 10.00 a.m. on 6th January 2023.

Dr. M. Selvam, seminar Director and Founder-Publisher cum Chief-Editor, SMART Journal of Business Management Studies welcomed the gathering. He stated that this seminar would be an attempt to identify the possible solutions for the emerging business problems. He also shared the modalities of identifying SMART Journal Awardees.

Dr. M. Selvam, Vice-Chancellor, Bharathidasan University inaugurated the Eighteenth International seminar, conferred SMART Journal Awards to seven eminent personalities, released the nineteenth Year Issue of SMART Journal and delivered the Presidential Address. A CD, consisting of the abstracts received for presentation, was released by him. In his presidential address he stated that the theme of the International Seminar is ever green and has the scope to be discussed in further decades. He encouraged the participants to join hands in identifying innovative solutions to the emerging business issues and thus they can create a brave new world.

At inaugural function, **Dr. Wan Edura Wan Rashid**, Director, Institute of Business Excellence, Universiti Teknologi MARA, Malaysia in her Key Note address discussed the benefits, organisational forms, and outcomes of University Industry Collaboration.

A special address on the topic, *“The Role of Innovation in the Current Transformative Shift in Emerging Business Opportunities”*, was delivered by **Dr. Jebamalai Vinanchiarachi**, Former Principal Advisor to the Director General of UNIDO, Principal Adviser, Knowledge Management Associates, Vienna, Austria. He explained how the countries climbing the marvels of technological model are doing better than other countries. He detailed how the poverty can be alleviated with the help of technological innovation. He quoted examples of many developing countries which are selling their products at lower prices, since they didn't do value addition to such products.

“The Challenges of the Academic – Industry Collaboration in Creating Innovate Products and Service Solutions” was delivered by **Dr. Abdul Kadir Bin Othman**, Deputy Director (Research and Innovation), Institute of Business Excellence (IBE), Universiti Teknologi MARA, Malaysia. He explained the strategies to enhance academia-industry collaboration. He detailed innovation, invention and design would be the outcomes of such collaboration. He also suggested the strategies to be implemented at the changing work culture

Second Day – 07/01/2023 (Saturday)

Dr. Sankaran Venkateswar, Saint Mary's College of California, USA delivered a Special Lecture on *“Depreciation of the Indian Rupee: Implications for the Indian Economy”*. He presented the holistic picture of depreciation of Indian Rupee for the past five decades. He detailed the impact of factors like interest rate, inflation, trade balance on the depreciation of Indian Rupee. He discussed the positive and negative impact of such depreciation.

“Is the US Dollar Losing its Momentum as a Global Leader?” was discussed by **Dr. Balasundaram Maniam**, Sam Houston State University, USA. In his lecture, he addressed the history of the US dollar. He explained the reason for the dominance of U.S dollar with other

currencies. By detailing the impact of COVID-19 pandemic on US dollar, he offered solutions to overcome the ill effect. He also discussed the implications for the future.

At the valedictory function **Dr.S. Iyyampillai**, Senior Professor (Retd.), delivered Valedictory address. **Dr. Isaiah Onsarigo Miencha**, Senior Lecturer, Bugema University, Uganda delivered the special address. **Dr. S. Vanitha**, and **Dr. M. Babu**, Associate Professors, Bharathidasan University offered felicitations.

Around 160 research papers by Indian and foreign delegates on vital areas such as Business, Marketing, Human Resource, Business Data, Economics, Corporate Social Responsibility, Operations and Supply Chain Management, Environment, Accounting and Finance, Digital Communication and Online Communities, and Entrepreneurship Development were discussed through online. **Professor M. Selvam**, Seminar Director and Head, **Dr. Wan Edura Wan Rashid**, Seminar Co-Director and **Dr. J. Gayathri**, Seminar Coordinator, Department of Commerce and Financial Studies made arrangements for the International Seminar.Webinar. **Dr. S. Vanitha and Dr. M. Babu** Associate Professors, Bharathidasan University also made arrangements for this seminar.





**The New Indian Express, Tiruchy,
Page No.: 05, Dated: 10.01.2023**

International seminar held at Bharathidasan University

EXPRESS NEWS SERVICE @ Tiruchy

AN international webinar on “Dynamics of Emerging Business Innovation and Trends - Academia Industry Role (DEBIT AIR 2023)”, organised by the Department of Commerce and Financial Studies in association with Institute of Business Excellence, Universiti Teknologi MARA, Malaysia and SMART Journal of Business Management Studies on January 6 and 7 at Bharathidasan University in Tiruchy saw the participation of leading industrialists,

academicians and researchers.

The inaugural function of the webinar, along with release of Nineteenth Year Issue of SMART Journal and the Fourteenth Annual Function of SMART Journal Awards for the year 2022, was held on Sunday.

SMART Journal Distinguished Educational Administrator Award was conferred to Shashikala Gula Brao Wanjari, Former Vice Chancellor and Honorary Colonel, Shreemati Nathibai Damdar Thackersey Women's University, Mumbai.